

QUESTION - First Stage

The dataset attached is of calls made to a Satellite Television call centre and contains records of different types, ranging from complaints to enquiries. You are expected to create visualization(s) based on the provided dataset with which the company Chief Operations Officer will use to make key decisions.

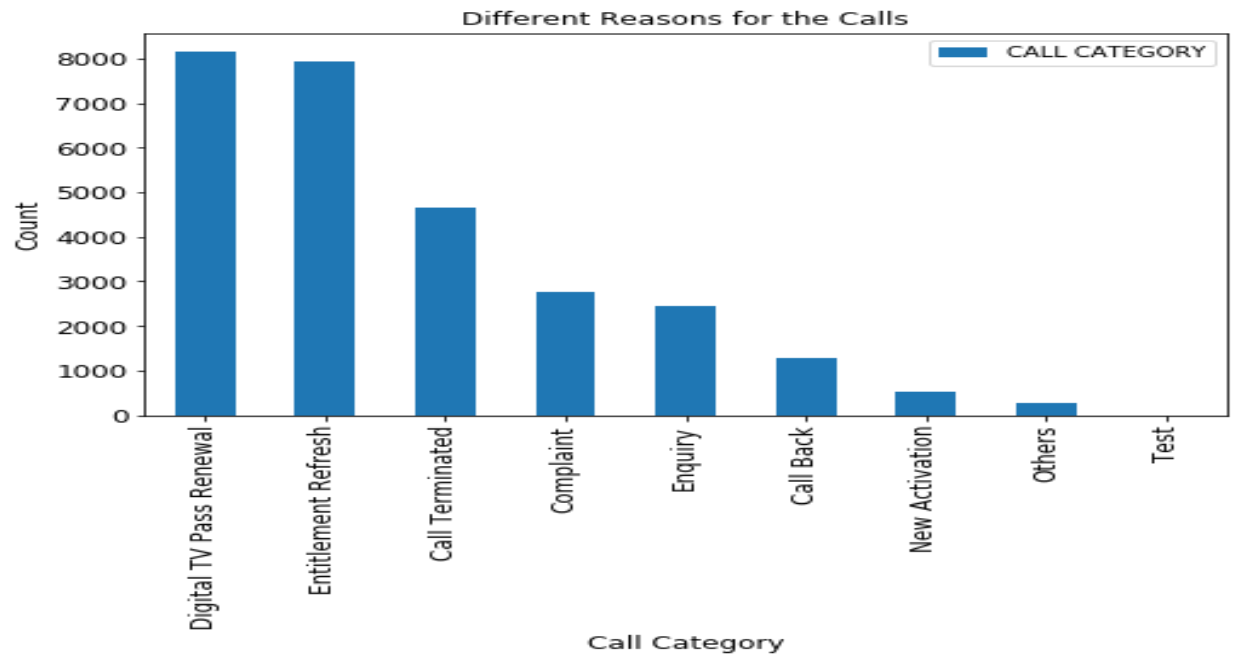
SOLUTION

Key Questions that the Chief Operating officer will need answers to in order to make decisions are listed below. The narrative/visualization attached to the questions are what he will need.

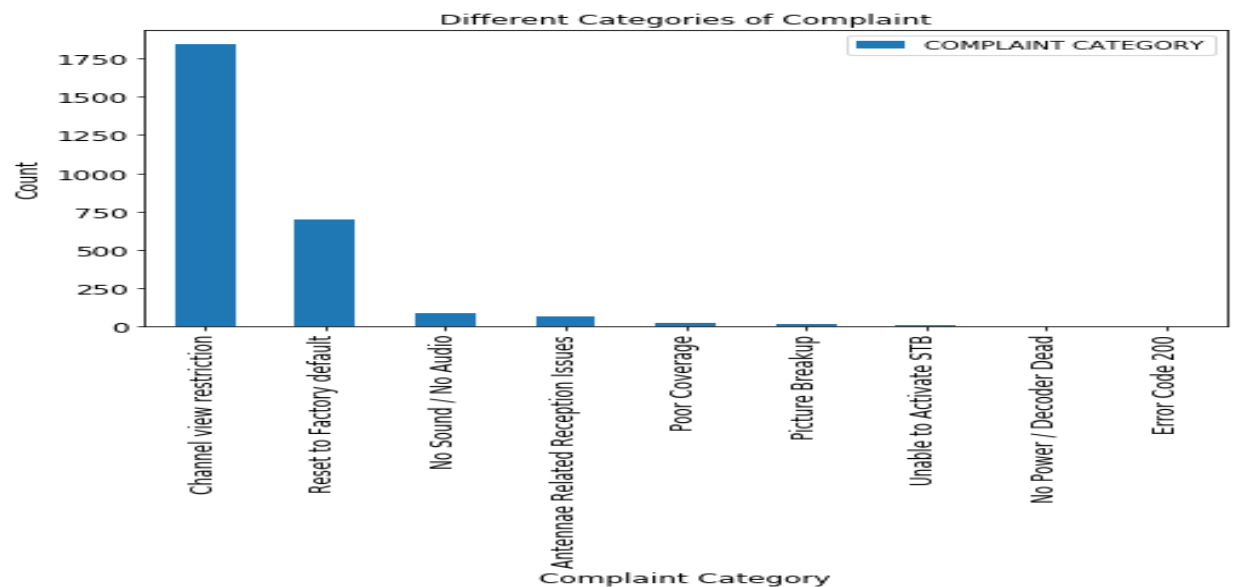
1. Reasons for the Calls:
Are the calls more of Complains or Enquiries?
 - i) If Complains:
 - a) What do they complain most about?
 - b) Which region has the highest complaint?
 - c) Is the complaint related to the type of decoder or antennae they are using?
 - d) Were complaints resolved by the call attendant more than it was escalated?
 - ii) If Enquiries:
 - a) What were the enquiries about?
 - b) Were the enquiries resolved by the call attendant or escalated?
2. Time of calls
 - iii) are they more complaint/enquiry calls at a particular time?
 - iv) Is there a particular time a region calls more often?

Answer

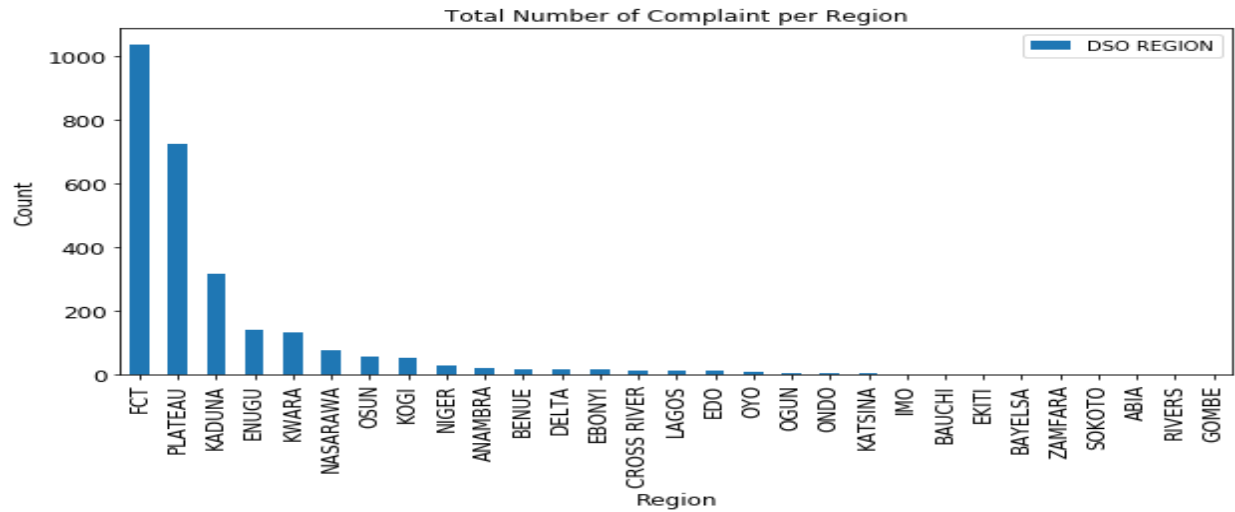
- **Shown below are the reasons for the different calls received by the agents. Most of the calls are for Digital Tv Renewal and Entitlement refresh. Also more calls were made for Complaints than the Enquiry.**



- The topmost complaints are about Channel view restrictions and then Reset to Factory default as shown below.



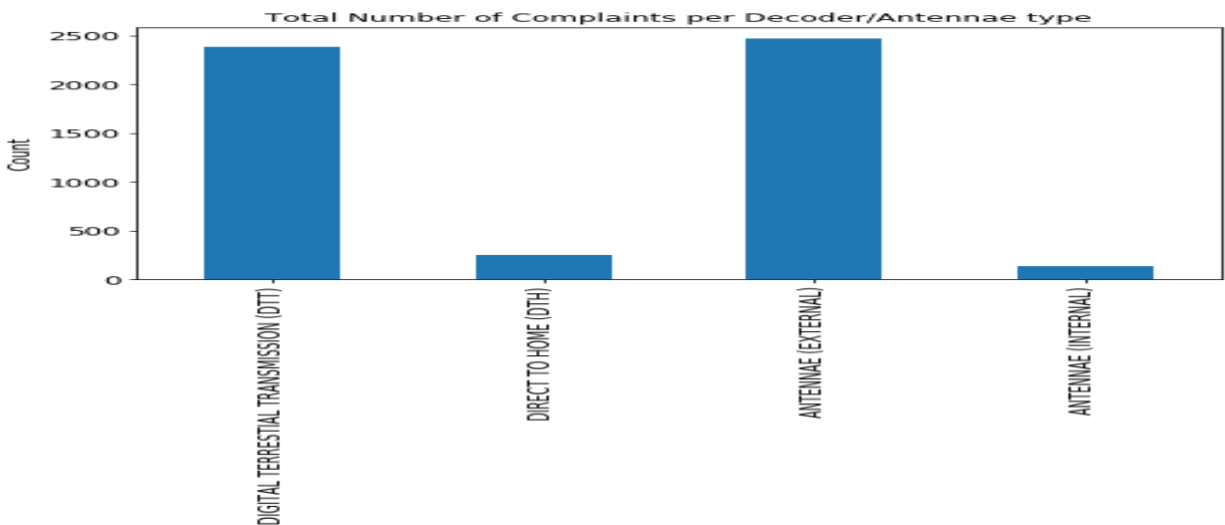
- Then we ask, which DSO region complain most and why?



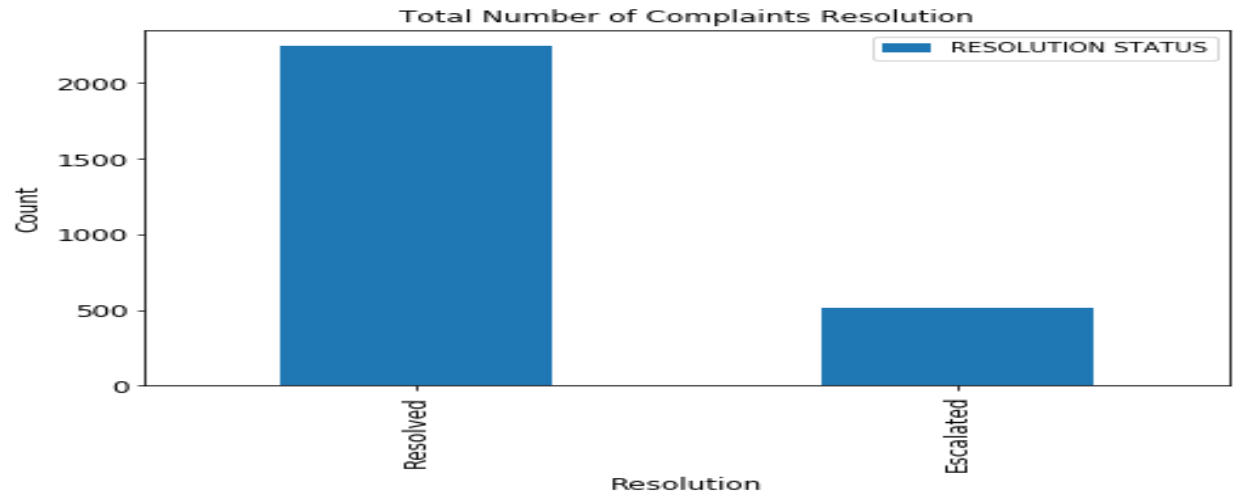
- Is the complaint related to the type of decoder or antennae they are using?

Shown from the graph and table below, more investigations need to be carried out on the Digital Terrestrial Transmission that has their Antennae externally.

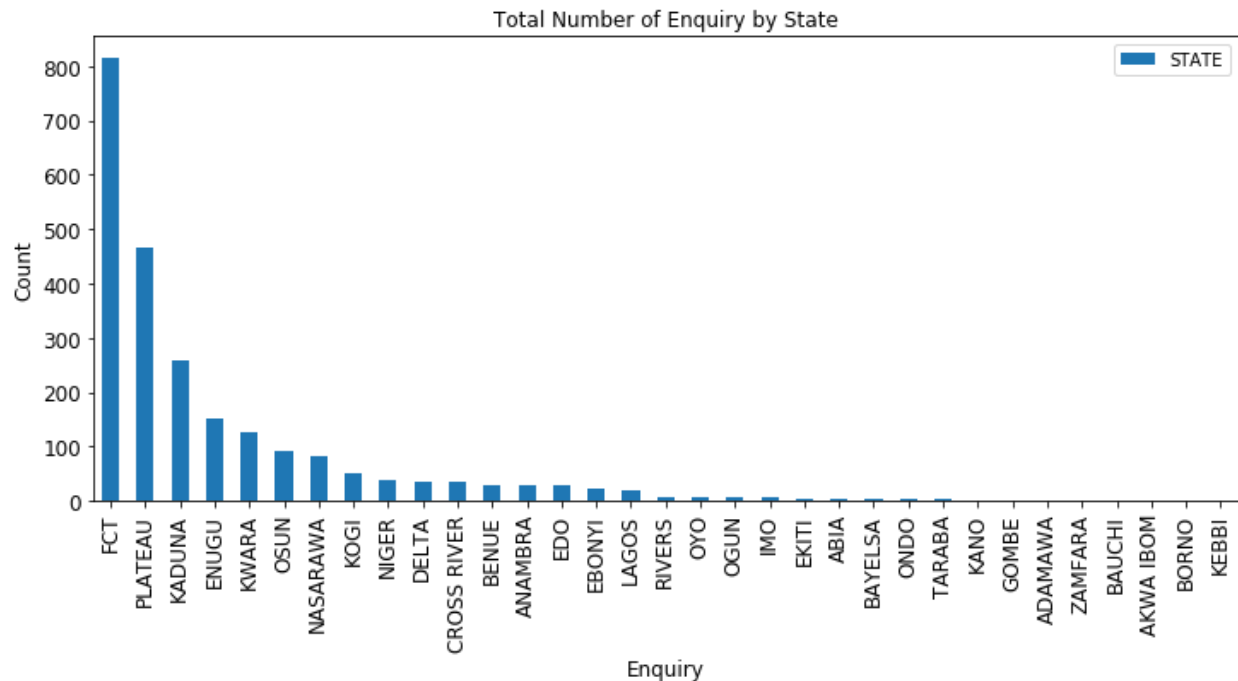
DECODER TYPE	ANTENNAE TYPE	COUNT
DIGITAL TERRESTRIAL TRANSMISSION (DTT)	ANTENNAE (EXTERNAL)	2192
	ANTENNAE (INTERNAL)	125
DIRECT TO HOME (DTH)	ANTENNAE (EXTERNAL)	199
	ANTENNAE (INTERNAL)	2

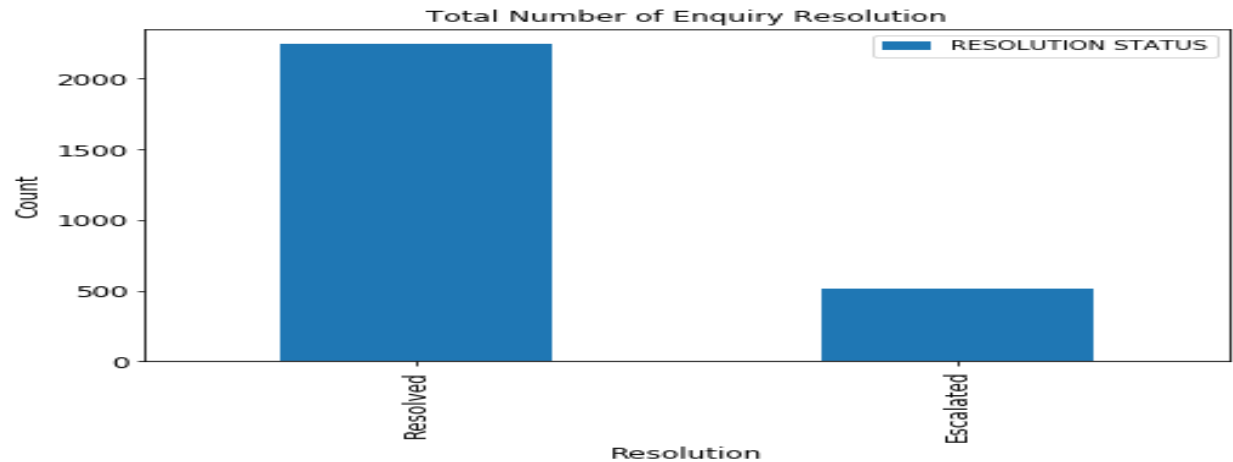


- Were complaints resolved by the call agent more than it was escalated?



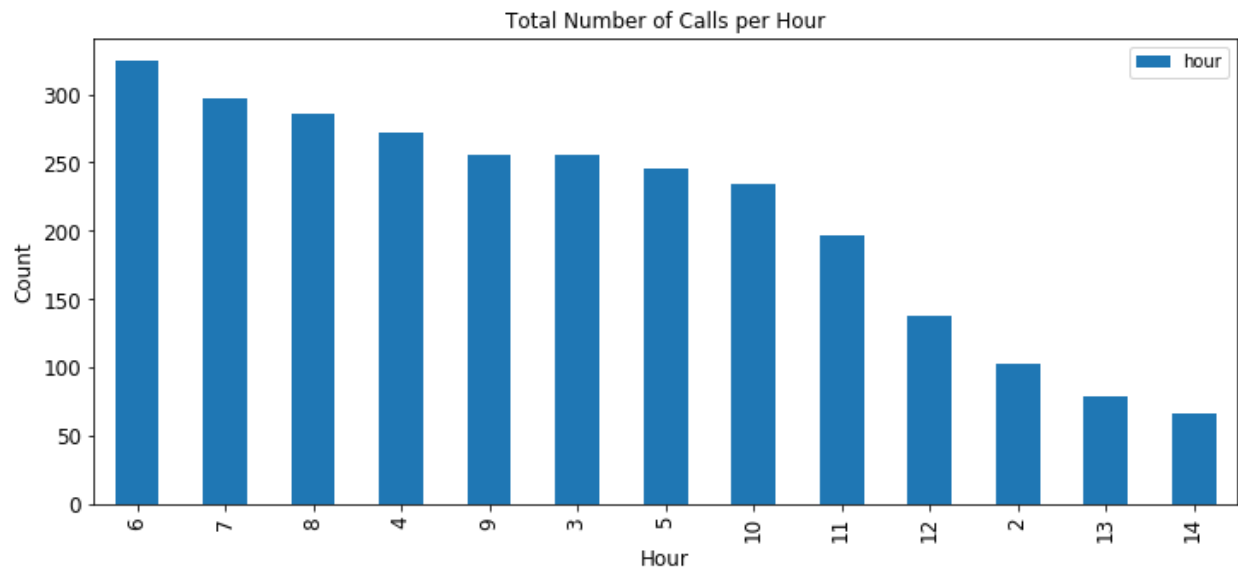
- ii) If Enquiries: Which region called for more enquiries? Should there be more sensitization for them? What were the enquiries about? Were the enquiries resolved by the call attendant or escalated?





- Time of calls

What time are most calls received? Are they more complaint/enquiry calls at a particular time? What do they complain most about?



Due to time restraints, I would have carried more investigations and compiled the above in a Tableau dashboard for a more concise view.

Presented by:

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